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Joseph David Roofing Newsletter

SPRING

2015

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A Note From Joe



Hello Everyone,
It was a long and rough winter but we have all made it to spring. Finally! With the turn of the season comes a slew of damages from all the snow and a ton of repairs that must be made.

Spring is always a busy season because of winter weather. However, after the long and harsh winter we just had, we are especially busy right now. With winter comes harsh weather like snow and ice. Also, when the weather drops below freezing, rooftops take on the brunt of the damage. Rooftop water is often melted and re-frozen in the winter, which results in punctures and tears in the roofing material.

Because of all the damage caused by winter weather, we

Hello!

Welcome to the Spring edition of our quarterly newsletter! I hope you found some useful information in our previous issues. As always, you can revisit them on our [recently revamped website](#). Below you'll find the latest updates from Joseph David Roofing!

Prevent Further Damage to your Roof by Detecting Leaks Early



See the Damage that Can be Caused
Due to a Leaking Roof


here at Joseph David Roofing recommend that everyone gets a biannual check up this Spring.

In this newsletter you will see a short article on different methods of leak detection.

You can also find many more helpful roofing tips and solutions on our website, so we hope you'll take a look around and give us a call with any questions or comments!

Have a happy and safe spring!

Sincerely,
Joe David

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Having a leak in your roof go undetected for an extended period of time can cause a lot of damage. Thankfully, there are many different methods of detecting roof leaks early, which can save you a lot of stress and money. Of course, there is natural detection, which is when the roofing crew walks the roof and searches for any weak spots, which indicate a leak or other damages. However, with advances in technology comes advances in roof leak detection.

There are multiple new technological ways to detect leaking in your roof, which provide more effective and accurate ways to prevent the buildup of damage in your roof. The first method is known as Mechanical Infrared Imaging. To understand what this is, we must first discuss thermography. The study of thermography is the use of thermographs, which is an instrument that can be used to produce an image (sometimes a graph, hence the name) that represents the varying temperature or infrared radiation in an area during an extended period of time. In terms of roof leak detection, thermography is used to produce an image of wet areas on a roof by detecting heat or radiation to determine areas where a roof is leaking. To do this, infrared imaging uses a camera to "see" and "measure" the thermal energy that an object emits. You may be wondering how water or ice could emit thermal energy, because, as you learned in high school chemistry, thermal energy is heat energy. However, although thermal energy is energy in the form of heat, all objects emit thermal energy just in lower or higher concentrations depending on the temperature of said object. So, the higher the objects temperature means the more radiation emitted.


Another method of roof leak detection is EFVM® or Electric Field Vector Mapping. EFVM® is a leak detection method that was invented by ILD® or International Leak Detection, a company that specializes in detecting roof leaks. EFVM® is a method of leak detection that produces low-voltage electric potential between a non-conductive membrane surface and a grounded conductive substrate (underlying layer). First, water is applied to the surface membrane, which acts as a conductive medium to create an electrical field. Then, an electrical charge is created by the electrical field. If there is no leak, the potential difference will be isolated or in other words, the electrical charge will die but if there is a leak a connection will be made between the charges.

If you would like to learn more about early detection of leaking in your roof, you can see an extended version of this article on our blog, which details many other methods of leak detection such as conductive tape and smoke testing!

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Hercules Enterprises in Hillsborough

We recently completed a roof project for Hercules Enterprises in Hillsborough, New Jersey. We were hired to work on a section of this old plant that was not only leaking extensively, but had a considerable amount of deck rot due to many years of leaks.

Scope of Work: We started out by removing all of the existing layers of roofing. Then, we installed an entirely new layer of steel decking due to the extensive damage that had been done to the roof from the leaks. Over that layer, we installed a layer of Polyisocyanurate Roof Insulation which creates a thermal barrier and a flat, clean surface on the roof to accept the membrane. After the insulation is installed we follow with a layer of 1/4" SecureRock Cover Board to protect the insulation and to improve the durability of the roof surface from elements such as foot traffic and harsh weather conditions (like hail and wind).

The new membrane was a 60 mil TPO roof fully adhered complete with new drains and tapered roof crickets.

Referral Rewards

For every referral you send our way that becomes a client, you will receive a \$100 Gift Card:

Get a Gift Card To The Store Of Your Choice: Home Depot, Target, Or Starbucks!

By referring your family, friends & neighbors, you've helped our business grow. Offering these special rewards is our way of saying, "Thank you; you're the best!"

Without you, we couldn't do what we do. To take advantage of our Referral Reward Program, just fill out the enclosed

referral sheet and either fax or send it in. Or feel free to send us an email with the same information. That's all there is to it!

If you use this form, we will be able to make sure you get credit for all of your referrals when they become clients. If you have any questions, just give us a call at (908) 925-0007!

Name: _____ Phone#: _____

Referrals: If you run out of room, please feel free to use a separate sheet of paper.

Name _____
Address _____
City State Zip _____
Phone _____

Thanks for taking the time to read our newsletter!

Sincerely,

Joseph David
Joseph David Roofing

**Save
5%**

Mention our newsletter for 5% off your next commercial roofing job!

Offer Expires: August 31, 2015